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The impact of culinary tourism on tourist satisfaction and destination loyalty: Padang city, West Sumatra context

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Abstract

The objective of this study to identify the impact of culinary tourism on tourist satisfaction and destination loyalty. Respondents in this study are the tourists in Padang city, West Sumatra. The study utilized primary data which is obtained through the questionnaire. The respondents were selected by convenience sampling method. The number of respondents is 384 determined by using Lemeshow formula. Data were analyzed by Path Analysis. The result show that culinary tourism has a positive and significant effect both on destination loyalty and tourist satisfaction. Tourist satisfaction has a positive and significant effect on destination loyalty. Culinary tourism is one of the effective tools to increase tourism. Tourist satisfaction will be achieved with components of culinary tourism. Tourist satisfaction even though insufficient category, it will be able to increase loyalty.

Keywords: Culinary tourism; destination loyalty; tourist satisfaction.

JEL Classification : M41, M42

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INTRODUCTION

Tourism in Indonesia is an important component of the Indonesian economy. According to the World Travel and Tourism Council (2020) , the direct contribution of travel and tourism to Indonesia's GDP in 2019 was more than 6% of the total GDP. Indonesia has embarked upon a substantial airport expansion program in recent decades, and as such its connectivity has improved markedly, to a point at which it is now the region's best-connected country in absolute terms.

Padang city is a popular tourist destination located in West Sumatra. West Sumatra is an Indonesian province located on the island of Sumatra. According to the Badan Pusat Statistik (2020), Padang city shows the arrival of tourists to West Sumatra,

which grew in July 2019 there are 4,394 foreign tourists in West Sumatra while in August increased by 3.15 percent or 4,654 people. Based on that number, Malaysia is the most foreign tourist who came to West Sumatra as many as 2998 people. West Sumatra won the Halal Tourism National Competition 2016 in four categories: Best Halal Travel Destination, Best Culinary Destinations, Best Travel Agents, and Best Halal Restaurants.

The occurrence of the first covid case in December 2019 did not have an impact on the number of West Sumatran tourists that year. Travel restrictions have not been implemented by the local government so that the number of tourists has not experienced a significant decline. All tourist objects have not implemented the Covid 19 health protocol until March 2020 when the first Covid case in Indonesia occurred

Loyalty research is very popular in marketing, but the analysis and concepts are relatively recent in tourism research. Loyalty to a product or service is quite common, but developing loyalty for a tourist destination is not an easy job (Artuğer et al., 2013). Tourists usually like to visit new destinations, even though the previous place is beautiful but they like to explore new experiences (Cossío-Silva et al., 2019). Tourists do not always intend to revisit the same destinations, but the positive experiences that come from the previous destination will increase the visit intensity or intention to return (Antón et al., 2017). Loyalty is an ancient word that has traditionally been used to describe fidelity and enthusiastic devotion to a country, a cause, or an individual (Agyei & Kilika, 2013, 2014; Ramya et al., 2013). The foundation for true loyalty lies in customer satisfaction, for which service quality is a key input. Highly satisfied or even delighted customers are more likely to become loyal apostles of a firm, consolidate their buying with one supplier, and spread positive word of mouth. Dissatisfaction, in contrast, drives customers away and is a key factor in switching behavior (Lin & Huang, 2014; Wirtz et al., 2014).

Loyalty is defined as non- purchase random expressed over time by performing a series of decision-making (Khan, 2013; Sari et al., 2020; Tabaku & Zerellari, 2015). Based on these definitions, it seems that loyalty is more addressed to a behavior expressed by routine purchases based on a decision-making unit. Loyalty has been used in a business context to describe a customer's willingness to continue patronizing a firm over the long term, preferably on an exclusive basis, and recommending the firm's products to friends and associates. Customer loyalty extends beyond behavior and includes preference, liking, and future intentions. Destinations loyalty can be considered as products and tourists can visit them again or recommend them to other potential tourists such as friends or family. Destination loyalty is the level of tourists' perception of a destination as a good place, one that they would recommend to others (Cossío-Silva et al., 2019; Kim et al., 2013).

Traditional literature within consumer behavior pinpoints that customer satisfaction is the result or the final step of a psychological process from need recognition to evaluation of experienced products (Pham & Ahammad, 2017; Srivastava & Kaul, 2014). Tourist satisfaction is demonstrated, as in the general satisfaction literature, to be linked to the customer's intention to re-buy as well as the tendency to communicate via positive word of mouth (S. Lee et al., 2017; Leppäniemi et al., 2017). Studies also show the opposite relationship (dissatisfaction leads to negative word of mouth and willingness to travel to alternative destinations increases (Chang & Wang, 2019). Customer satisfaction is a person's feelings of pleasure or disappointment that result from comparing a

product's perceived performance (or outcome) to expectations. If the performance falls short of expectations, the customer is dissatisfied. If it exceeds expectations, the customer is highly satisfied or delighted (Felix, 2015). Despite this recognition of a motivational-based process, researchers within the area of satisfaction including tourist satisfaction tend to solely focus on the perception of products and product elements, by focusing on the level of satisfaction received.

The study of factors affecting destination loyalty has been done before. (Sangpikul, 2018; Song et al., 2013) showed that tourist satisfaction is one contributing factor to destination loyalty intention. Quadri-Felitti & Fiore (2013) found there was a significant relationship between tourist satisfaction and tourist Destination loyalty. Sohn et al., (2016) found low satisfaction among travelers temper immediate intent to return. But in another case, satisfaction does not always have a significant effect on loyalty. (V. Kumar et al., 2013) stated satisfaction alone is not enough to build loyalty. There was an inconsistent result of the relationship between satisfaction and loyalty, especially in the tourism industry that satisfaction is not enough to drive tourists to revisit the same destination. This requires further research in the field of tourism marketing.

In the field of tourism marketing, we must also observe things that affect tourist satisfaction, one of them is culinary tourism. Food experience can enhance tourist satisfaction (Ali et al., 2016; Antón et al., 2017; Hendijani, 2016) found a positive relationship of the food experience both immediate and future intentions to return. (Hsu et al., 2016) stated that food experience appears to have the most important effect on behavioral intentions (i.e. intention to revisit and willingness to recommend). (Hendijani, 2016; Jalilvand & Heidari, 2017) found food experience influences behavioral intentions in two ways: directly and indirectly, food experience not only influences the decision-making process but also conditions after-decision-making behaviors of tourists. In other words, the influence of food experience is not limited to the stage of selecting the destination, but also affects the behavior of tourists in general.

The theoretical framework was determined by reviewing prior research; so the research model of (Antón et al., 2017; Hendijani, 2016) for culinary tourism and tourist satisfaction. Model of (W. Lee et al., 2017); (Mahfuzur et al., 2020); (Hernández-Mogollón et al., 2020) for culinary tourism and destination loyalty. Model of (Liat et al., 2020); (Jeong & Kim, 2019); (D. Kumar et al., 2019) for tourist satisfaction and destination loyalty.

METHOD

This study focused on 24 excellent Padang cuisine restaurants based on the Padang city government assessment. The data used in this study were obtained from a questionnaire. The questionnaire is provided in two languages, namely Indonesian and English. The respondents were the tourists determined by convenience sampling. The number of samples is determined by the Lemeshow method of 384 respondents or sample where each area distributed 16 questionnaires.

In the present model, culinary tourism is an exogenous variable, tourist satisfaction, and destination loyalty are endogenous variables. The major material to collect data is the questionnaire based on five dimensions for culinary tourism: quality, quantity, authenticity, variety, and cleanliness (Kaushal & Yadav, 2020). Three

dimensions were used to measure tourist satisfaction: facilities, knowledge, novelty (Correia et al., 2013). Three dimensions were used to measure destination loyalty: positive experiences, intention to return, and positive words of mouth (Artuğer et al., 2013);(Sangpikul, 2018).

To determine the degree to which participants agree with statements, a five answer Likert Scale consisting of 1) Strongly disagree 2) Disagree 3) Neutral 4) Agree 5) Strongly agree were used in the answer section. The survey data was analyzed using SPSS software.

Before being administered, the questionnaire was a validity and reliability test using 30 postgraduate students majoring in management in West Sumatra. The validity instrument was tested by the Pearson Product Moment Correlation. The instrument has high validity if the correlation value of each indicator to total correlation more than 0.30 or r -value > 0.30 (Bell et al., 2018). The instrument was tested for reliability with Cronbach's Alpha. The reliability criteria are Cronbach's Alpha > 0.6 (Hair et al., 2018). The result for validity and reliability test are presented in table 1 below:

Table 1
Result of Validity and Reliability Test

No	Variables/ Indicators	Corrected Item Total Correlation		Cronbach's Alpha	Description
		Min	Max		
1	Culinary Tourism (X)	0.328	0.631	0.872	Valid
					Reliable
2	Tourist Satisfaction (Y ₁)	0.364	0.816	0.923	Valid
					Reliable
3	Destination Loyalty (Y ₂)	0.393	0.887	0.936	Valid
					Reliable

Source: Data processed (2020)

The data analysis uses both Descriptive statistics analysis and Path analysis. The descriptive statistical analysis aims to describe respondent demographic i.e. age, gender, education, nationality, salary, the purpose of visit, and experience. Path analysis is used to test the hypotheses. The classical assumption test consisting of normality test, heteroscedasticity, and multicollinearity was carried out to fulfill the path analysis requirements. The normality test uses the Kolmogorov Smirnov test with the condition that the data is categorized as normal if the significant value > 0.05 . The heteroscedasticity test uses the Glejser test on the condition that each independent variable has a significance value > 0.05 . The multicollinearity test has provisions where the tolerance value for each variable is > 0.1 and the Variance Inflation Factor (VIF) value is < 10 . One advantage of path analysis over conventional regression analysis is the ability to extend the single-multiple-regression-equation treatment to a network of equations involving more than one equation. This research can differentiate direct and indirect effects (Hair et al., 2018).

Path analysis is obtained by performing regression two-equation model.

$$(I) \quad Y_1 = \alpha + \beta_1 X$$

$$(II) \quad Y_2 = \alpha + \beta_1 X + \beta_1 Y_1$$

Where: X : culinary tourism

Y_1 : tourist satisfaction

Y_2 : destination loyalty

RESULTS AND DISCUSSION

Result

Respondents of this research have quite different characteristics. Demographics of respondents in table 2 below:

Table 2
Demographics of Respondents

Demographics		Numbers of respondents (NR)	Percentage of NR to number of Total Respondents
Gender	Male	219	57.03%
	Female	165	42.97%
Age	age < 20	21	5.47%
	$20 \leq \text{age} < 25$	25	6.51%
	$25 \leq \text{age} < 30$	47	12.20%
	$30 \leq \text{age} < 35$	58	15.10%
	$35 \leq \text{age} < 40$	56	14.58%
	$40 \leq \text{age} < 45$	54	14.06%
	$45 \leq \text{age} < 50$	55	14.32%
	$50 \leq \text{age} < 55$	39	10.56%
	$55 \geq \text{age}$	29	7.55%
	High School or below	76	19.80%
Education	Junior college	58	15.10%
	Bachelor	193	50.26%
	Master or above	57	14.84%
Nationality	Indonesian	330	85.94%
	Malaysian	28	7.30%
	Singaporean	11	2.86%
	Other	15	3.90%
Salary (in IDR)	$2,000,000 \leq$	19	4.95%
	2,000,000-3,000,000	40	10.42%
	3,000,001-4,000,000	87	22.66%
	4,000,001-5,000,000	103	26.82%
	5,000,001-6,000,000	71	18.49%
	6,000,001-7,000,000	43	11.20%
	$\geq 7,000,001$	21	5.47%

Demographics		Numbers of respondents (NR)	Percentage of NR to number of Total Respondents
Purpose of visit	Holiday	228	59.37%
	Visiting friends or relatives	67	17.45%
	Business	46	11.98%
	Honeymoon	24	6.25%
	Other	19	4.95%
Past Experience	First-time visit	78	20.31%
	Repeated visit	306	79.69%

Source: Data processed (2020)

Diversity can be seen from the personal data of respondents including gender, age, education, nationality, salary, the purpose of visit, and experience. The majority of respondent who participated in this study as male gender (57.03%), aged between 30 to 35 years (15.10%), having level education bachelor degree (50.26%), having Indonesian nationality (85.94%) having salary IDR 4,000,001 to 5,000,000 (26.82%), having a purpose of the holiday (59.37%) and having experience repeated visit (79.69%).

The research variables tested in this study consisted of three variables, culinary tourism, tourist satisfaction, and destination loyalty. Respondents answered each item on culinary tourism (X), tourist satisfaction (Y₁), and destination loyalty (Y₂) from strongly disagree (scale 1) to strongly agree (scale 5). The result for the mean value of research variables/ indicators in table 3 below:

Table 3
Result of Mean value of Research Variables/ Indicators

No	Variables/ Indicators	Mean	Description
1	Culinary Tourism (X)	4.14	High
	Quality	4.11	High
	Quantity	4.12	High
	Authenticity	4.34	Very High
	Variety	4.08	High
	Cleanliness	4.03	High
2	Tourist Satisfaction(Y₁)	4.07	High
	Facilities	4.07	High
	Knowledge	4.01	High
	Novelty	4.13	High
3	Destination Loyalty (Y₂)	4.13	High
	Positive experience	4.20	High
	Intention to return	4.13	High
	Positive words of mouth	4.01	High

Source: Primary data processed (2020)

According to table 3 above, it can reveal that the average value (mean) of the culinary tourism variable was in the high category (4.14), authenticity as the highest indicator (4.34), and quality as the lowest indicator (4.11). Variable of tourist satisfaction was in the high category (4.07), novelty as the highest indicator (4.26), and facilities as the lowest indicator. Variable of destination loyalty was in the high category (4.13), positive experiences as the highest indicator (4.20), and positive words of mouth as the lowest indicator (4.01).

The results of the normality test are shown in table 4 below. the result of significance is $0.200 > 0.05$. From the results, it can be concluded that the data distribution is normal.

Table 4
Normality Test Result

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	3.667454
	Std. Deviation	2.96817402
Most Extreme Differences	Absolute	.092
	Positive	.092
	Negative	-.070
Test Statistic		.092
Asymp. Sig. (2-tailed)		.200c,d

Source: Primary data processed (2020)

The result of heteroskedasticity test is shown in table 4 below. the results of the significance of each independent variable > 0.05 . From this result, it can be concluded that there are no symptoms of heteroscedasticity in the data.

Table 4
Heteroskedasticity Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-74.710	67.235		-1.111	.272
	X_Culinary	1.780	6.869	.042	.259	.797
	Y1_Satisfaction	-.255	.861	-.043	-.296	.769

a. Dependent Variable: ABS_RES

Source: Primary data processed (2020)

The result of multicollinearity test is shown in table 5 below. the tolerance value of each independent variable > 0.1 and Variance Inflation Factor (VIF) value < 10 . From this result it can be concluded there are no symptoms of multicollinearity in the data.

Table 5
Multicollinearity Test Result

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 X_Culinary	.422	2.369
Y1_Satisfaction	.518	1.932

a. Dependent Variable: Y_Loyalty

Source: Primary data processed (2020)

All the classical assumption tests have been performed. The data has fulfilled the requirements to perform path analysis. Furthermore, the coefficient of determination test results are presented in table 6 below. The value of Adjusted R Square is 0.431 or 43.1%. This indicates that the contribution of the independent variable which consists of culinary tourism (X) and tourist satisfaction (Y₁) on dependent variable destination loyalty (Y₂) is 43.1%, the rest 56.9% is influenced by other variables outside this research.

Table 6
Coefficient Determination Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.455 ^a	.442	.431	21.61370

Source: Primary data processed (2020)

The F test was performed to determine the effect of the independent on the dependent simultaneously. The F test results are shown in Table 7 below. The test results show the significance value is $0.000 < 0.05$, the value of $F_{\text{statistic}} > F_{\text{table}}$ ($51.592 > 2.25$). This means variables culinary tourism (X) and tourist satisfaction (Y₁) simultaneously have a significant effect on destination loyalty (Y₂).

Table 7
F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	801928.423	2	1336654.637	51.592	.000 ^b
	Residual	94249.841	381	1978.295		
	Total	896178.841	383			

Source: Primary data processed (2020)

Regression results of equation model (I) for $Y_1 = \alpha + \beta_1 X$ are presented in table 8 below. Based on the output, the path coefficient value 0.245 and prob. $0.002 < 0.05$.

Table 8
Regression Result of Equation Model I

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	15.358	4.180		3.980	.000
X_Culinary	9.760	.401	.245	4.478	.002

a. Dependent Variable: Y1_Satisfaction

Source: Primary data processed (2020)

Regression results of equation model (II) for $Y_2 = \alpha + \beta_1 X + \beta_2 Y_1$ is presented in table 9 below. Based on the output, the path coefficient value 0.296 and prob. $0.001 < 0.05$ for relationship culinary tourism (X) and destination loyalty (Y_2). The path coefficient value 0.675 and prob. $0.000 < 0.05$ for relationship tourist satisfaction (Y_1) and destination loyalty (Y_2).

Table 9
Regression Result of Equation Model II

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	15.358	4.180		3.980	.000
X_Culinary	1.760	.401	.296	4.988	.001
Y1_Satisfaction	3.255	.861	.675	10.187	.000

a. Dependent Variable: Y2_Loyalty

Source: Primary data processed (2020)

Based on regression result of equation model I and II, prob. value and t-statistic, the proposed model comply with calculating direct and indirect effects. Table 10 presents the results of the path analysis. This table presented the path coefficient and t-statistic value, both of direct effect and indirect effect.

Table 10
Result for the Path Model

Hypotheses	Relationship	Direct Effect	Indirect Effect	Total Effect	Decision
H ₁	Culinary Tourism (Y_1) → Destination Loyalty (Y_2)	0.296* (4.478)	0.199	0.495	Supported

Hypotheses Relationship		Direct Effect	Indirect Effect	Total Effect	Decision
H ₂	Culinary Tourism (X) → Tourist Satisfaction (Y ₁)	0.245* (2.439)			Supported
H ₃	Tourist Satisfaction (Y ₁) → Destination Loyalty (Y ₂)	0.675* (10.187)			Supported

*) Significant at: $\alpha \leq 0,05$; t-table = 1.960

Source: Primary data processed (2020)

Hypothesis 1 stated culinary tourism has a significant effect on destination loyalty. The standardized coefficient is 0.296, which is statistically significant at prob. < 0.05 (t-statistic = 4.478). The statistical significance of hypotheses 1 confirms the culinary tourism directly improve destination loyalty.

Hypothesis 2 stated culinary tourism has a significant effect on tourist satisfaction. The standardized coefficient 0.245, which is statically significant at prob < 0.05 (t-statistic = 2.439). The statistical significance of hypothesis 2 confirms the culinary tourism directly improves tourist satisfaction.

The result indicates the tourist satisfaction has a significant effect on destination loyalty, hypothesis 3 in this research is also accepted. The standardized coefficient is 0.675, which is statistically significant at prob. < 0.05 (t-statistic = 10.187).

The standardized coefficient of an indirect effect of culinary tourism on destination loyalty is 0.199, which is significant at prob. < 0.05. An analysis from table 4 indicates culinary tourism has a direct and positive effect on destination loyalty as well as an indirect one through tourist satisfaction.

Discussion

Based on hypothesis one, culinary tourism has a substantial impact on customer loyalty. The higher the tourist perception of the Padang culinary, the higher their possibility to revisit Padang to enjoy the culinary. One crucial factor that makes Padang culinary motivate tourists to revisit the destination is their culinary authenticity. Food can play an important role in experience tourism by providing opportunities for self-expression and enjoyment (Hendijani, 2016). Enjoying special dishes can also be a gateway to local culture. Culinary tours and the opportunity to enjoy traditional domestic cuisine made with local products can represent the identity of a place. Unique gastronomic events become a powerful tool for authorities to convey the identity and personality of the destination and promote it effectively in the context of destination branding and will increase tourist loyalty (Folgado-Fernández et al., 2017). In this case, tourist loyalty in the sufficient category can provide recommendations to others and make revisit intention.

Local food contributes to the overall tourist experience and is capable of changing tourists' eating habits (Kunasegaran et al., 2019; Santos et al., 2020). This indicates that

changing eating habits on holidays is not only a function of the culinary opportunities provided by tourist destinations, but tourists with different backgrounds and demographics have different relationships with local food. Interestingly, domestic tourists from other provinces in Indonesia in our study also changed their eating habits during holidays (Santos et al., 2020). Local cuisine can be a tool to build a tourist destination brand identity (Vuksanović & Bajrami, 2020). The study shows the role and significance of the image of local cuisine in rural tourist spots, but also the satisfaction of tourists with food experiences. Cuisine can satisfy tourists in terms of rational aspects such as quality and price of food, but it can also affect aspects of emotions such as excitement.

Based on hypothesis two, culinary tourism has a significant effect on the tourist satisfaction. The higher tourist perception of Padang culinary, the higher the tourist satisfaction. When the tourists find the culinary in Padang have a high quality and quantity, they perceived that the Padang food provider has good knowledge about their local food. Variety of the local food is important in customers point of view and it drives their satisfaction.

In this study, tourist satisfaction is measured from three aspects, facilities, knowledge, and novelty. If these three aspects meet or exceed the initial expectations, then tourist satisfaction is categorized as high. Conversely, tourist satisfaction is low or disappointing (Mahfuzur et al., 2020). Previous studies have examined the relationship between satisfaction and loyalty and most of them concluded that loyalty was formed with satisfaction. The same results were obtained in this study. This study provides ongoing evidence of a relationship between overall satisfaction and the likelihood of recommending and returning intentions. Therefore, as the level of satisfaction increases, the tendency to return and recommend increases. Likewise, word of mouth is essential for loyalty.

CONCLUSION

The limitation of this study is the measurement of culinary tourism, satisfaction, and loyalty of all respondents only in general aspect. This study does not provide specific descriptions for the level of loyalty and satisfaction for foreign tourists and domestic tourists, respectively. Further research is expected to be able to measure up to that level and develop variables about culinary tourism, especially local cuisine in Padang City. Like research by Peštek & Činjurević (2014) have done to explore the strongest key cuisine attribute in Bosnian food culture. As well as research conducted by Gupta et al (2020) have done to classify the vital cuisine traits for foreign tourist and domestic tourist in Delhi food context. Culinary tourism is one of the effective tools to increase tourism in the Padang municipality. Tourist satisfaction will be achieved with components of culinary tourism such as quality, quantity, uniqueness, and variety. On the other hand, emotional aspects such as excitement can also fulfill tourists' expectations. Interestingly, achieving tourist loyalty does not require high satisfaction. Tourists with sufficient satisfaction will not hesitate to promote tourist destinations voluntarily recommending tourist destinations to others. Local government and tourism managers are advised to improve facilities and highlight tourist identity in the city of Padang. The government and tourism managers must be able to maintain uniqueness in terms of food, services, tourist spots, and other aspects deemed necessary.

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